

# NACE SALARY SURVEY

STARTING SALARIES FOR NEW COLLEGE GRADUATES • DATA REPORTED BY EMPLOYERS

## APRIL 2013 EXECUTIVE SUMMARY

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STARTING SALARIES FOR NEW COLLEGE GRADUATES

## ABOUT THE SURVEY

Data contained in the NACE *Salary Survey* are produced through a compilation of data derived from the Bureau of Labor Statistics, the Census Bureau, and a master data set developed by Job Search Intelligence. Data for the April 2013 *Salary Survey* report were retrieved in March 2013, and were compiled using a proprietary methodology created by Job Search intelligence.

*Salary Survey* (ISSN 1520-8648) is available to individuals holding organizational membership in the National Association of Colleges and Employers; it is also available on a subscription basis. The *Salary Survey* report is published three times a year—January, April, and September—by the National Association of Colleges and Employers, 62 Highland Ave., Bethlehem, PA 18017-9085. For more information, see [www.nacweb.org](http://www.nacweb.org) or contact NACE at 800.544.5272.

**ADDITIONAL DATA AVAILABLE ONLINE:** Additional data are available to NACE organizational members and *Salary Survey* subscribers through the Salary Survey Online tool ([www.nacweb.org/salary-survey-data/](http://www.nacweb.org/salary-survey-data/)). Featuring data updated monthly, the tool provides in-depth national and regional salary data for new college graduates by industry.

## RESEARCH STAFF

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## THE NEW SALARY SURVEY

*The April 2013 Salary Survey issue marks the fifth report using NACE's new data collection method. This new and improved report contains employer-based data (from approximately 400,000 employers) gathered from government and other sources, and the data are actual starting salaries, not offers. Because the data come from a statistically valid sample of employers rather than from voluntary reports by students, the new report is more representative of the college population as a whole; the old report was heavily weighted toward engineering, accounting, and other disciplines that traditionally receive job offers prior to graduation. The new report contains more data, and the data are more robust, allowing for additional analysis.*

*The change in methodology and the shift from salary offer data to actual salary data necessitate an additional change: In the past, the January report had been the first report for the new year's class. The April 2013 report provides the first salary data for the Class of 2013.*

# EXECUTIVE SUMMARY

## A first look at the starting salaries for the college Class of 2013

The college Class of 2013 commands an overall starting salary of \$44,928—up 5.3 percent over the average starting salary their Class of 2012 counterparts realized (\$42,666).

Starting salaries rose across the board, from just under 2 percent to nearly 10 percent. (See Figure 1.)

FIGURE 1 | AVERAGE SALARIES BY DISCIPLINE

Broad Category	2013 Average Salary	2012 Average Salary	Percent Change
Business	\$54,234	\$50,633	7.1%
Communications	\$43,145	\$41,550	3.8%
Computer Science	\$59,977	\$57,529	4.3%
Education	\$40,480	\$38,524	5.1%
Engineering	\$62,535	\$60,151	4.0%
Health Sciences	\$49,713	\$45,442	9.4%
Humanities & Social Sciences	\$37,058	\$36,371	1.9%
Math & Sciences	\$42,724	\$41,430	3.1%
<b>Overall</b>	<b>\$44,928</b>	<b>\$42,666</b>	<b>5.3%</b>

### BUSINESS

As a group, the business fields saw their overall average salary rise 7.1 percent from \$50,633 to \$54,234. That large increase was driven primarily by double-digit increases for three majors: finance, hospitality services management, and international business.

### COMMUNICATIONS

Salaries for those in the communications disciplines rose 3.8 percent, bringing their overall average salary to \$43,145. Students majoring specifically in “communications” fared best in this group in terms of salary increases; their average salary increased 5.5 percent to \$43,900.

### COMPUTER SCIENCES

Graduates earning degrees in computer-related fields saw their average salaries increase 4.3 percent. The overall average salary now stands at \$59,977. In this group, computer science majors pulled down the biggest increase—their average salary rose 5.2 percent to \$64,800. Information sciences and systems graduates also saw an increase; their average salary rose 3.6 percent to \$57,100.

### EDUCATION

The average salary to education majors topped \$40,000 in this report, as it increased 5.1 percent to \$40,480. Those earning bachelor’s degrees in special education fared best in this group, with an average starting salary of \$46,100.

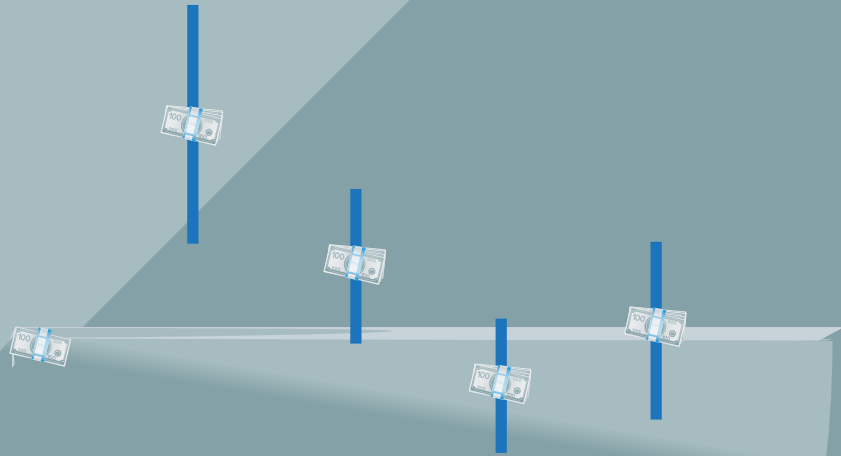
### ENGINEERING

The overall average salary for engineering graduates rose 4 percent to \$62,535, making them the highest-paid group of majors in this report. One factor driving the overall increase for the group may be the addition of petroleum engineering majors, who are averaging starting salaries of \$93,500, the highest-paid major of this report. (Note: For the first time, this report contains salary data for petroleum engineering, industrial/manufacturing engineering, and engineering technology.)

### HEALTH SCIENCES

While engineering students are the highest-paid, students majoring in the health sciences saw the largest overall increase to their average starting salaries, which bumped up 9.4 percent to \$49,713. Fueling the increase was not only the fact that nursing salaries rose 4.3 percent to \$52,800, but also that general health sciences majors salaries rose nearly 20 percent to \$45,200.

FIGURE 2 | SALARY RANGES | BY DISCIPLINE



### HUMANITIES AND SOCIAL SCIENCES

Humanities and social sciences majors posted a small increase to their overall average starting salary; their average salary rose 1.9 percent to \$37,058. Small increases are the “norm” for this group: Among 2012 humanities and social sciences majors, the average salary represented just a 2 percent increase over the average for the previous class. Some of the individual disciplines, however, fared better: English majors, for example, posted a 3.4 percent increase for an average salary of \$39,800, while sociology majors gained a whopping 12.1 percent for an average of \$37,100.

### MATHEMATICS AND SCIENCES

Starting salaries for math and sciences graduates rose a modest 3.1 percent, with the overall average salary currently standing at \$42,724. Math majors saw just a 1.8 percent increase to their overall average, making it \$49,700, but chemistry majors fared better with a larger increase of 3.6 percent, bringing their overall average salary to \$46,300.

*The next formal salary report for the Class of 2013 is scheduled for September 2013. However, members/subscribers can get national “on-the-fly” salary data free anytime through the Salary Survey Online tool.*

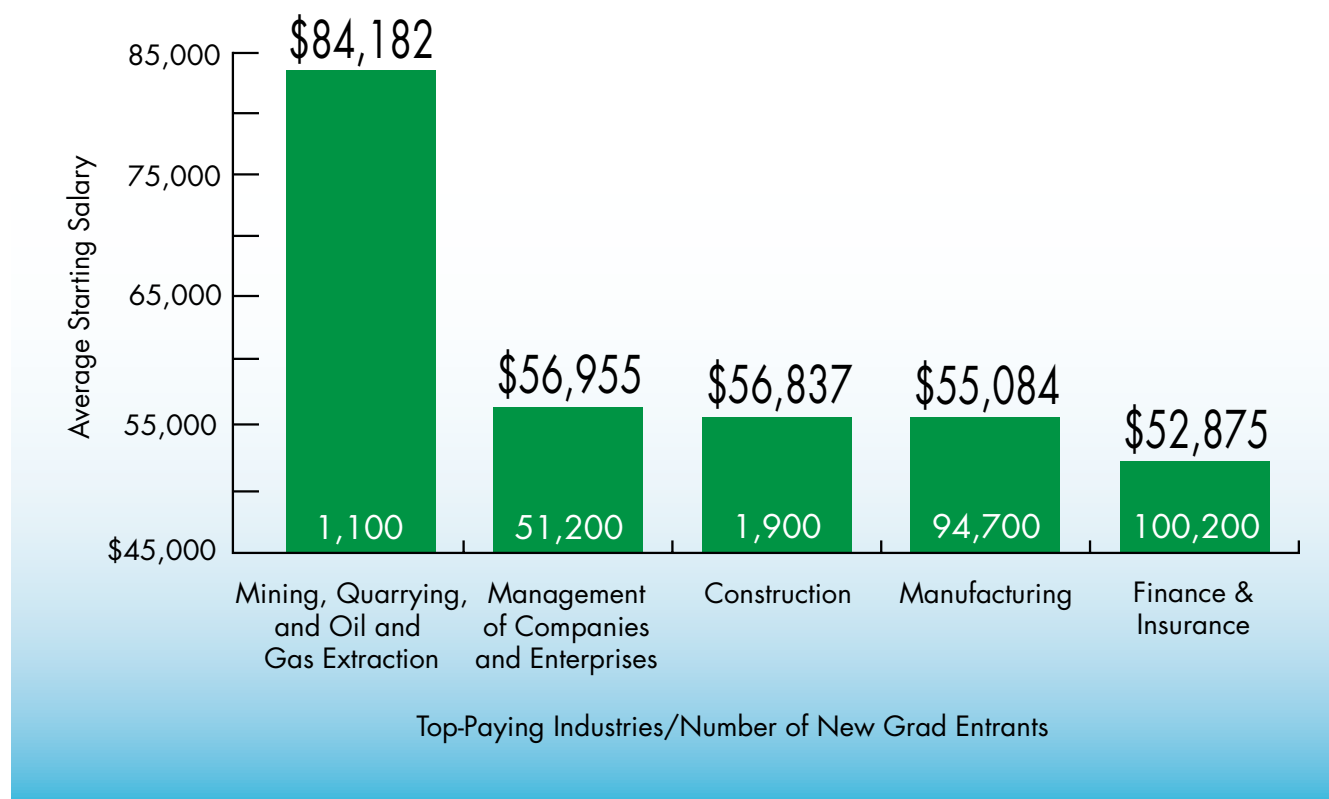
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### Master’s Degree Salaries

*Salary Survey* now features starting salary data for master’s degree graduates. (Data for master’s degree graduates begins on page 51.) All data are reported by employers, and the methodology is the same as that used to determine average starting salaries for bachelor’s degree graduates.

## TOP-PAYING | INDUSTRIES

The chart below shows the top five industries that paid the highest starting salaries to 2013 bachelor's degree graduates, regardless of major. The number of new graduate entrants reported by each particular industry is also listed here.



## INDUSTRY | DEFINITIONS

**Mining, Quarrying, and Oil and Gas Extraction:** This sector comprises establishments that extract naturally occurring mineral solids, such as coal and ores; liquid minerals, such as crude petroleum; and gases, such as natural gas.

**Management of Companies and Enterprises:** This sector comprises 1) establishments that hold the securities of companies and enterprises for the purpose of owning a controlling interest or influencing management decisions, or 2) establishments that administer, oversee, and manage establishments of the company or enterprise.

**Construction:** The construction sector comprises establishments primarily engaged in the construction of buildings or engineering products (e.g., highways and utility systems.)

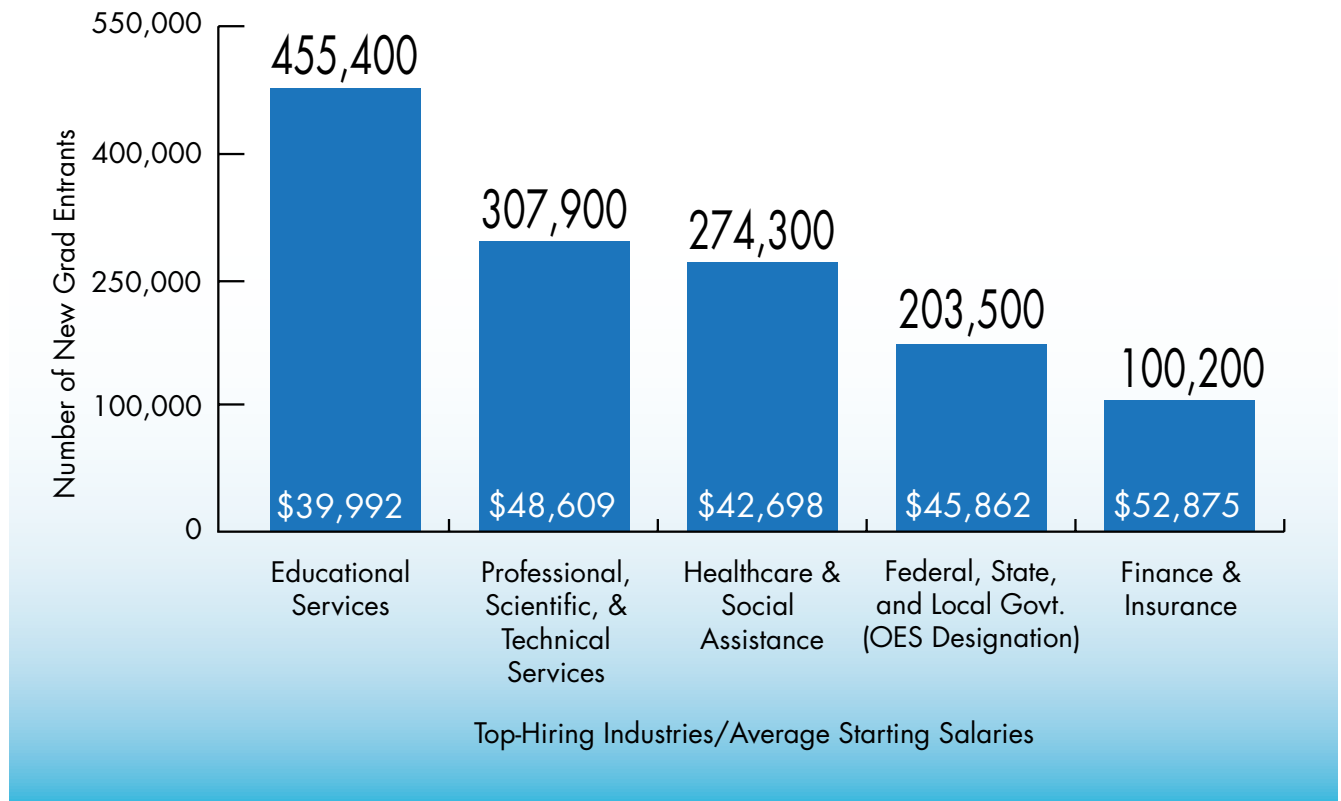
**Manufacturing:** The manufacturing sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products.

**Finance and Insurance:** This sector includes establishments primarily engaged in financial transactions and/or in facilitating financial transactions

Source: U.S. Census Bureau, North American Industry Classification System (NAICS), 2007. [www.census.gov/eos/www/naics/](http://www.census.gov/eos/www/naics/)

## TOP-HIRING | INDUSTRIES

This chart shows the top five industries that reported the highest number of new graduate entrants for 2013 bachelor's degree graduates, regardless of major. The average starting salary reported by each particular industry is also listed here.



## INDUSTRY | DEFINITIONS

**Educational Services:** This sector comprises establishments that provide instruction and training in a wide variety of subjects. The instruction and training is provided by establishments such as schools, colleges, universities, and training centers.

**Professional, Scientific, and Technical Services:** This sector comprises establishments that specialize in performing professional, scientific, and technical activities for others. These activities require a high degree of expertise and training. (Examples - accounting, bookkeeping, payroll services, architectural, engineering, and computer services.)

**Healthcare and Social Assistance:** This sector comprises establishments providing healthcare and social assistance for individuals. The sector includes both healthcare and social assistance because it is sometimes difficult to distinguish between the boundaries of these two activities.

**Federal, State, and Local Government (OES Designation):** Federal, State, and Local Government, excluding state and local schools and hospitals, and the U.S. Postal Service.

**Finance and Insurance:** This sector includes establishments primarily engaged in financial transactions and/or in facilitating financial transactions.

Source: U.S. Census Bureau, North American Industry Classification System (NAICS), 2007. [www.census.gov/eos/www/naics/](http://www.census.gov/eos/www/naics/)

# Subscribe to Salary Survey

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- All data are reported by employers
- Data are reported by major, industry, and job function.
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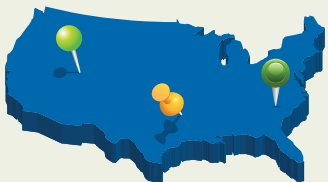
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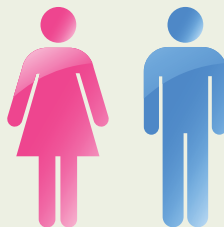
## GET CUSTOMIZED SALARY INFORMATION

Salary data are available by

GEOGRAPHIC  
LOCATION



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RACE/ETHNICITY



For more information, contact Andrea Koncz, 800.544.5272, ext. 121; [akoncz@nacweb.org](mailto:akoncz@nacweb.org).

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